

SOFTWARE START UP

Tutorial

Disclaimer

Background

Impulse

Why a software startup ?
Initial idea
Market research



Initialize

Initial funds
The founders
Initial setup
The business plan



Funds

Free money and loans
Investors



Workforce

Incubators
Hiring people
Subcontractors vs. employees

Make big money

Protect your assets
Going public
Selling the company

Why a software startup

- Why software ?
- Being your own boss
- The power & the glory
- Risking everything you own, and more

Initial idea

- Your idea is the best
- It will evolve or change radically
- What will fail, what will succeed

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Market research

- Who are your potential customers ?
- Who are your competitors ?
- Market positioning
- How much will you make after 1, 2 and 5 years ?

Initial funds

- Your savings
- Your family's savings
- Survival through consultation contracts

The founders

- How many people
- Your friends and you
- Define roles

Initial setup

- Your living room vs. your basement
- Distribution across apartments
- Handle visitors

The business plan

- Purpose & audience
- How to write it, what to include
- It is never finished

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Free money and loans

- Research everything everywhere : governments, foundations, banks
- Restlessly apply
- A time consuming effort : enormous documentation and strict conditions
- Corruption

Investors

- How to live without them : budget zero
- Institutions & capital riskers vs. business angels
- How to find them : networking
- The 2 minutes speech
- How to attract them : you don't need them
- How much you should seek :
as much as possible while keeping control

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Incubators

- Who they are
- What they do
- Check their references
- CRIM (crim.ca), CRIQ (criq.qc.ca), ADRIQ (adriq.com)

Hiring people

- Know your own limits
- Who do you need ?
- How to pay them
- How to motivate them

Subcontractors vs. employees

- ROI
- Retaining the expertise
- Partnerships and resources sharing

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Protect your assets

- Core people and documents
- Copyrights, patents
- Spending money on lawyers about IP
- Consultants and other IP professionals
- “Physical” protection

Going public

- Why offer shares on the stock market
- Legal stuff

Selling the company

- Conditions
- Justify your price
- Personal preferences

Conclusion

- Monitoring your success/failure
- There is no recipe for success
- Good luck !
- “The TV business is a long plastic hallway, a shallow money trench where pimps and thieves run free, and good men die like dogs... There’s also a negative side.” Howard Thompson

Links

- www.paulgraham.com/articles.html
- www.paulgraham.com/start.html
- www.ytria.com
- www.CortisoLdoom.com

